

Message Text

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ACTION EUR-12

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SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN POLAND

BEWT FOR THOMPSON

REF: STATE 280446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION VEHICLES/EVENTS IN POLAND THROUGH END OF 1976. LIST IS BASED ON ANALYSIS OF PUBLISHED INDUSTRIAL/TRADE INFORMATION ON POLAND IN EWTC FILES, INCLUDING 1975 PLAN, INTERVIEWS DURING PAST YEAR WITH U.S. AND WESTERN EUROPEAN MARKETING SPECIALISTS AS WELL AS TRADE STATISTICS. UNFORTUNATELY LIST COULD NOT BE VERIFIED BY INTERVIEWS IN POLISH MARKET OR ECONOMIC PLANS COVERING 1976 (WHICH WILL BE FIRST YEAR OF NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED. FINDINGS MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 11 CATEGORIES IN ORDER TO PROVIDE 10 EVENT THEMES AS REQUESTED BECAUSE 1 LEADING THEME FOR U.S. TRADE DEVELOPMENT TO POLAND DOES NOT LEND ITSELF TO COMMERCE-SPONSORED TRADE EVENTS AND IT IS RECOMMENDED THAT IT ONLY BE BROUGHT TO ATTENTION OF US INDUSTRY AS OPPORTUNITY.

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3. FOLLOWING THEME LIST IS RANKED ACCORDING TO ESTIMATED

POTENTIAL FOR INCREASED US EXPORTS TO POLAND AS FOLLOWS:

(A) THEME TITLE, (B) ESTIMATED POTENTIAL FOR INCREMENTAL US EXPORTS TO POLAND ANNUALLY, AND (C) RECOMMENDED U.S. DEPT. OF COMMERCE EVENT OR ACTIVITY. (TRADE EXHIBITIONS ARE RECOMMENDED FOR SEVERAL OF THE IMPORTANT THEMES BECAUSE IT APPEARS THE MOST EFFECTIVE METHOD, HOWEVER, EACH COULD ALSO BE SUCCESSFULLY PROMOTED BY INCLUSION IN A GENERAL EXHIBITION, SUCH AS POZNAN, OR BY MEANS OF TECHNICAL SALES SEMINARS.)

FIRST, (A) INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS (INCLUDING COMPUTERS). (B) \$ 10.5 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING FOOD PROCESSING QUALITY AND CONTROL INSTRUMENTS, MACHINE CONTROL, ELECTRIC POWER DISTRIBUTION, AND CHEMICAL/PETROCHEMICAL PROCESSING. EACH OF THESE SUB-CATEGORIES WOULD ALSO SUPPORT SUCCESSFUL SMALL EXHIBITIONS OR TECHNICAL SALES SEMINARS.

SECOND, (A) FOOD PROCESSING AND PACKAGING EQUIPMENT. (B) \$ 10.0 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING ENTIRE FOOD PROCESSING-PACKAGING LINES, CONTROL AND QUALITY INSTRUMENTATION, FREEZING EQUIPMENT AND MEAT, DAIRY PROCESSING-PACKAGING EQUIPMENT.

THIRD, (A) MACHINE TOOLS FOR METALS. (B) \$ 7.4 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR WITH EMPHASIS ON MACHINE CONTROL.

FOURTH, (A) ELECTRIC POWER AND DISTRIBUTION EQUIPMENT. (B) \$ 7.1 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) EMPHASIZING CONTROL INSTRUMENTATION BECAUSE NUMBER OF US SUPPLIERS AND PRODUCTS WITH MARKET POTENTIAL IS TOO LIMITED TO SUPPORT SUCCESSFUL BROAD INDUSTRY TRADE EVENT.

FIFTH, (A) CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION. (B) \$ 6.2 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR.

SIXTH, (A) MATERIALS HANDLING EQUIPMENT. (B) \$ 5.6 MILLION. (C) NO EVENT BECAUSE NEARLY ALL US EQUIPMENT WITH MARKET POTENTIAL IN POLAND IS PART OF PRODUCTION SYSTEMS FOR OTHER THEMES, SUCH AS FOOD PROCESSING (CONVEYOR SYSTEMS), MACHINE TOOLS (INCLUDING SHIPBUILDING), CHEMICAL PROCESSING, ETC. SUGGEST INSTEAD TRADE PROMOTION AS PART OF UNCLASSIFIED

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THEME IN WHICH USED, AND THAT BEWT/TAD AND EMB WARSAW ADVISE SELECTED US FIRMS OF OPPORTUNITY.

SEVENTH, (A) TEXTILE MACHINERY. (B) \$ 3.8 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF US EQUIPMENT HAVE GOOD MARKET POTENTIAL IN POLAND, MAINLY QUALITY CONTROL INSTRUMENTATION AND SOME TEXTILE FINISHING MACHINERY.

EIGHT, (A) OFFICE MACHINES (INCLUDING COMPUTERS). (B)

\$ 3.3 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR EMPHASIZING MANAGEMENT METHODS AND SYSTEMS.

NINTH, (A) CONSTRUCTION AND MINING MACHINERY. (B) \$ 3.3 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) EMPHASIZING EARTH-MOVING, ROAD CONSTRUCTION AND HEAVY MINING EQUIPMENT BECAUSE TYPES OF US MACHINERY WITH MARKET POTENTIAL SEEM TOO SPECIALIZED AND LIMITED TO SUPPORT BROAD INDUSTRY PROMOTION IN POLAND.

TENTH, (A) METALLURGY EQUIPMENT AND INSTRUMENTATION. (B) \$ 3.0 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR EMPHASIZING PLANT AND PROCESS CONTROL INSTRUMENTATION INCLUDING COMPUTERS.

ELEVENTH, (A) ELECTRONIC COMPONENTS AND TEST INSTRUMENTATION. (B) \$ 1.6 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF US COMPONENTS/INSTRUMENTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM CONTROL.

4. EWTC HAS NOTICE OF FOLLOWING POLISH TRADE SHOWS WHICH COMMERCE MAY CONSIDER FOR PARTICIPATION OR TRADE ASSISTANCE:

SECURA '75, INTERNATIONAL EXHIBITION AND SYMPOSIUM: WORKERS' PROTECTION - SAFETY EQUIPMENT, APR 21-25, 1975, POZNAN;

INTERNATIONAL BOOK FAIR, MAY 18-23, 1975, WARSAW; INTERNATIONAL TECHNICAL FAIR, JUN 8-17, 1975, POZNAN (ANNUAL WITH COMMERCE PARTICIPATION);

INTERNATIONAL FALL FAIR (WITH THREE SPECIAL EXHIBITIONS: CONSUMER GOODS, MACHINERY FOR CONSUMER GOODS INDUSTRIES AND AGRICULTURE, AND PRINTING EQUIPMENT), SEP 7-14, 1975 POZNAN (ANNUAL);

INTERNATIONAL DISPLAY AND SYMPOSIUM, LABORATORY AND UNCLASSIFIED

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TECHNICAL MEASUREMENT EQUIPMENT, SEP 22-27, 1975, CRACOW. KOMEX 75 - EXHIBITION AND SYMPOSIUM OF ENVIRONMENTAL PROTECTION AND MUNICIPAL SERVICE EQUIPMENT, NOV 16-20, 1975, POZNAN.

5. EWTC COORDINATED THE CONTENTS THIS MESSAGE WITH EMB WARSAW AS REQUESTED REFTEL BY WORKING WITH TDC WARSAW LOCAL STAFF DURING VISIT TO VIENNA OF DIRECTOR HERTZBERG AND STAFF MEMBER EMMY MROCKOWSKA, JAN 27-29, 1975. EMB WARSAW INTENDS TO MAKE ADDITIONAL COMMENTS AND RECOMMENDATIONS IN A SEPARATE MESSAGE.HUMES

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